

CloudSMS PORTAL Guideline ver 3.0

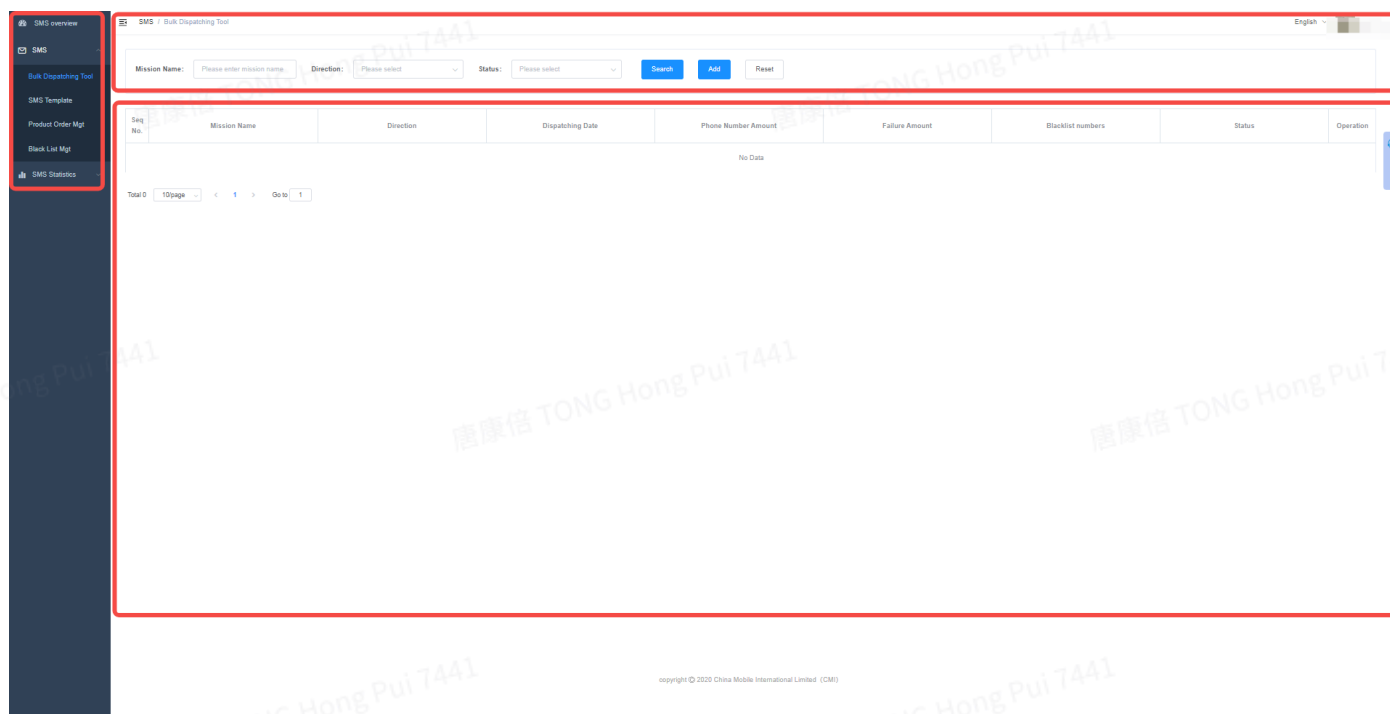
File Log

1. Introduction

The CloudSMS platform is an SMS sending access point established for enterprise customers and operator customers, which can provide customers with more flexible SMS service access methods. Customers can easily send mass SMS through Web API or PORTAL.

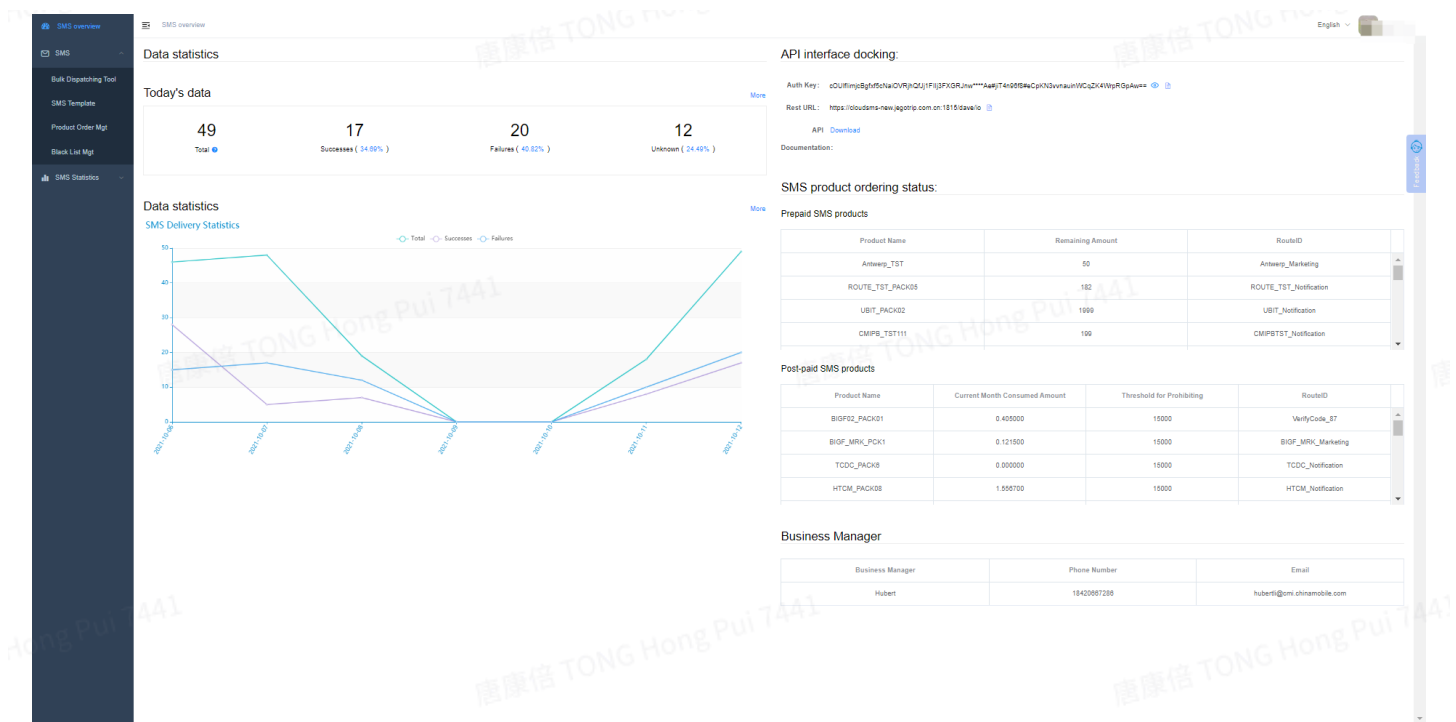
1.1 Web Page Overview

- Functional area
- Filter area
- Result area



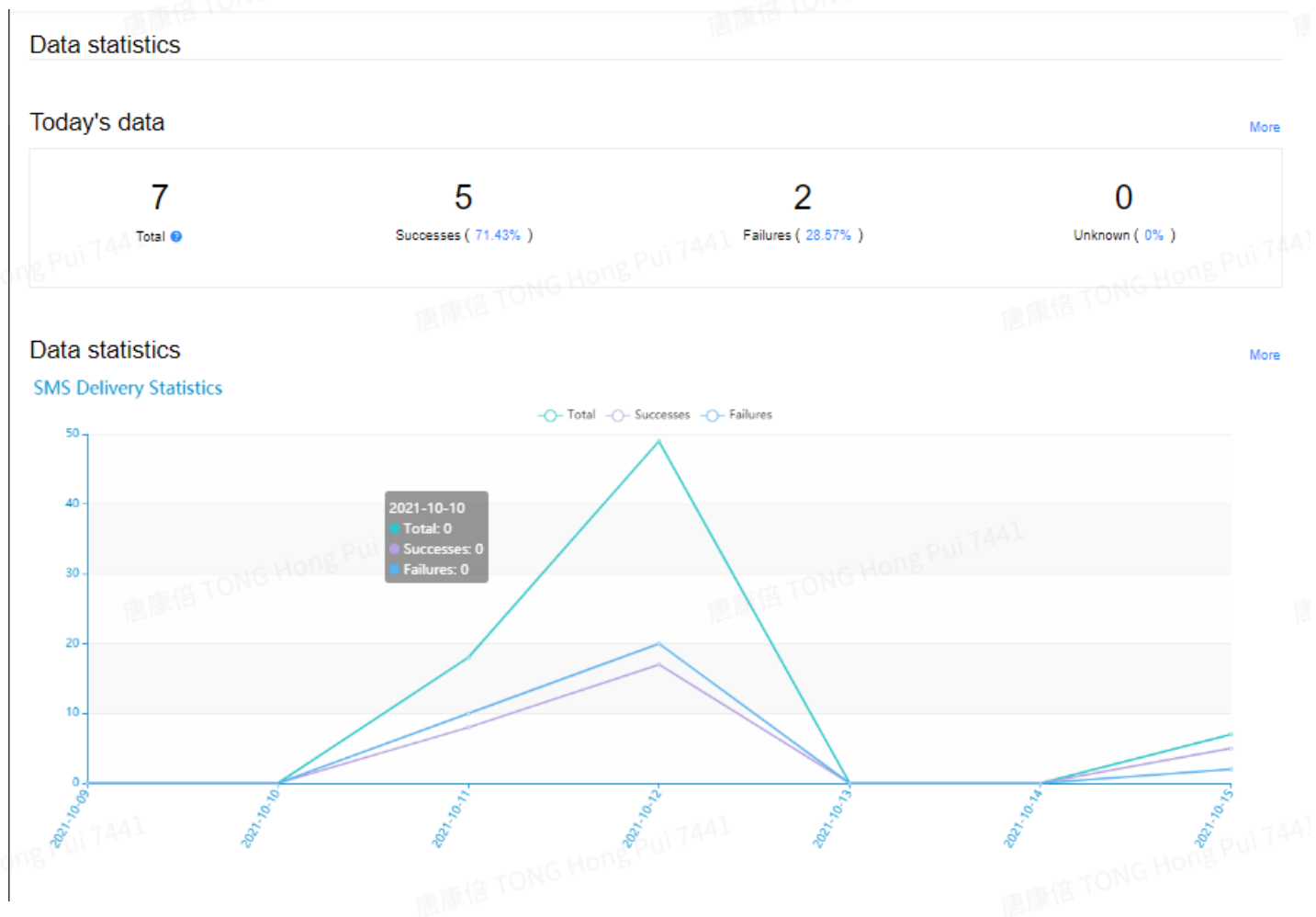
2. SMS overview

The interface is the overall data statistics of the account, including the total number of sent (Number of SMS slices), the success rate of sending and the status of product orders. Visual pictures are used to display the sending of short messages over a period of time.



2.1 Data Statistics

It shows **Total**(Number of SMS slices), **Successes**(Number of SMS slices), **Failures**(Number of SMS slices) and **Unknown**(Number of SMS slices):



2.2 API interface docking

It contains Auth Key and Rest URL.

Auth Key: A parameter setting for API customers.

Rest URL: API customer docking address.

API interface docking:

Auth Key:

Rest URL

API [Download](#)

Documentation:

2.3 SMS product ordering status

Pre-paid SMS products (product name, remaining amount, RouteID), post-paid SMS products (product name, current month consumed amount, threshold for prohibiting and RouteID)

SMS product ordering status:

Prepaid SMS products

Product Name	Remaining Amount	RouteID
CNX_PORTAL	7993	CNX_Notification
Antwerp_TST	50	Antwerp_Marketing
ROUTE_TST_PACK05	182	ROUTE_TST_Notification
UBIT_PACK02	1999	UBIT_Notification

Post-paid SMS products

Product Name	Current Month Consumed Amount	Threshold for Prohibiting	RouteID
BIGF02_PACK01	0.405000	15000	VerifyCode_87
BIGF_MRK_PCK1	0.121500	15000	BIGF_MRK_Marketing
TCDC_PACK8	0.000000	15000	TCDC_Notification
HTCM_PACK08	1.556700	15000	HTCM_Notification

2.4 Business Manager

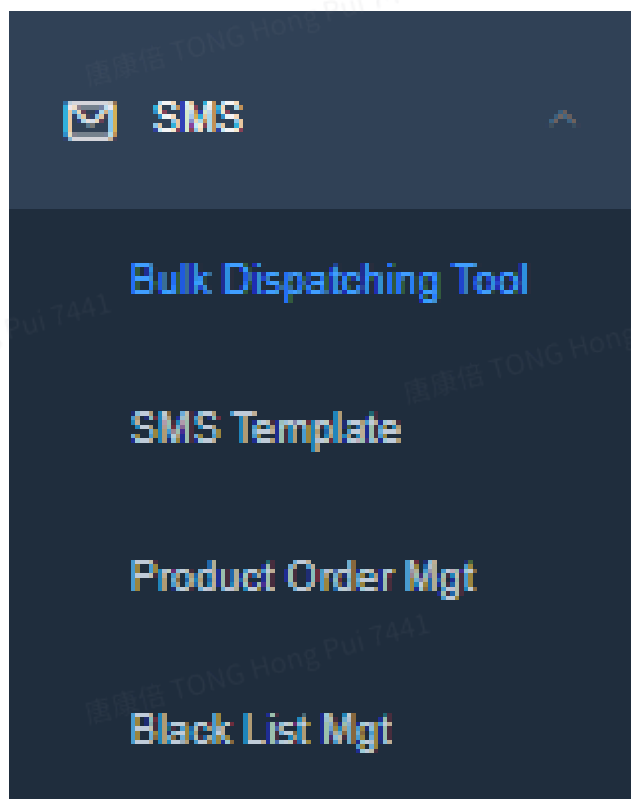
This is your business manager 's specific information. If you have questions, you can communicate in time.

Business Manager

Business Manager	Phone Number	Email
Hubert	18420667288	hubertli@cmi.chinamobile.com

3. SMS Function

All functions related to SMS sending can be found in the functional area, such as group sending management, SMS template, and product order management.



3.1 SMS Template Management

PORTAL provides customers with a template registration function. Users can send in batches using SMS templates that have been successfully registered. The introduction of SMS templates simplifies the process for customers to send mass SMS using PORTAL.

[SMS] -> [SMS Tempalte] -> [Add] -> [Fill the Information] -> [Submit]

Note:

1. template names can not exceed 30 characters.

New SMS Template

*SMS Type: ☐ Verify Code [?] ☐ Business SMS [?] ☐ Marketing SMS [?]

*Template Name:

Signature:

Signature Position: ☐ Start of SMS ☐ End of SMS

*SMS Content:

0/1500

1. The length of SMS content includes "signature + template content + variable content". If the length of SMS is less than 160 standard English characters (7 bits single byte), one billing item will be charged; If the length exceeds 160 characters, it is defined as a long SMS, and will be sliced per every 153 characters. If the content is Unicode character (for example: Chinese) and the length of SMS is less than 70 characters, it will be counted as one billing item. If the length exceeds 70 characters, SMS will be sliced per every 67 characters.

2. Variable must be less than or equal to 6 digits or letters

3. SMS content type relevant to sales promotion, loan, gambling, etc may be prohibited to send, subject to different countries regulation. Notification SMS relevant to Financial or Real Estate business may not be supported in Mainland China.

4. If you want to send SMS in Chinese to mainland China and send standard English SMS to overseas, you need to apply for two different SMS templates.

Remarks:

A. The text message word count content includes "signature + template content + variable content". If the text message content is standard English letters and the text message length is within 1-160 bytes, it will be 1 billing amount; if the text message length exceeds 160 bytes, it is a long text message and will be billed per 153 byte slice. If the text message content is non-standard English letters (for example: Chinese) and the text message length is 1-70 words, it will be billed per text message; if the text message length exceeds 70 words, it will be billed per 67 word slice.

B. Variable replacement value ≤ 6 digits or letters.

C. Can not send marketing/loan/loan/winning/lottery SMS, do not support financial management & real estate notification SMS (except verification code).

D. If you consider sending Chinese text messages with domestic mobile phone numbers and English text messages with foreign users, you need to apply for two different text message templates.

3.1.1 SMS Template Details

Click "detail" for more information about your SMS template.

SMS Template Detail

*SMS Type: ☒ Verify Code ☐ Business SMS ☐ Marketing SMS

*Template Name:

Signature:

Signature Position: ☒ Start of SMS ☐ End of SMS

*SMS Content:

Remarks:

*Review Detail:

Cancel

1. The length of SMS content includes "signature + template content + variable content". If the length of SMS is less than 160 standard English characters (7 bits single byte), one billing item will be charged; If the length exceeds 160 characters, it is defined as a long SMS, and will be sliced per every 153 characters. If the content is Unicode character (for example: Chinese) and the length of SMS is less than 70 characters, it will be counted as one billing item. If the length exceeds 70 characters, SMS will be sliced per every 67 characters.
2. Variable must be less than or equal to 6 digits or letters
3. SMS content type relevant to sales promotion, loan, gambling, etc may be prohibited to send, subject to different countries regulation. Notification SMS relevant to Financial or Real Estate business may not be supported in Mainland China.
4. If you want to send SMS in Chinese to mainland China and send standard English SMS to overseas, you need to apply for two different SMS templates.

3.2 SMS Bulk Dispatching Tool

The SMS Bulking Dispatching Tool is one of the most important functions of PORTAL:

SMS / Bulk Dispatching Tool

English

Mission Name: Direction: Status:

Seq No	Mission Name	Direction	Dispatching Date	Phone Number Amount	Failure Amount	Status	Operation
No Data							

Total 0

Feedback

3.2.1 How to set a New SMS Group Task?

[SMS] -> [Bulk Dispatching Tool] -> [Add] -> [Fill in the table] -> [Import numbers] -> [Submit]

- When selecting a registered SMS template, you can see preview information of the relevant SMS template below.
- When you click [Data Import Template.xlsx], you can download numbers for importing template. Please refer to the import specification [2.2.2.1 additional information](#).

- Long Pui 744

Hong Pui 74A

- The cell format of the Excel file is text format.
 - The phone number format is +Country Code Phone Number.
 - The number of variables in the text (except for the Phone Number field) must be consistent with the number of variables in the text message content.
 - Please ensure that the order of variables in the file is consistent with the order of variables in the text message content, and strictly abide by the variable name naming rules (case sensitive).
- **Phone number import template**

	A	B	C
1	Phone Number	code	
2	+85267xxx90	123456	
3	+6193xxx738	777890	
4			
5			
6			

3.3 Product Order Management

Search by order number, product name or payment type, click details to view specific information:

Order Number:

Please enter order numb

Product Name:

Please input product nan

Payment Type:

Please select

Order Status:

☒ Order Successfully

☒ Activated Successfully

☒ Refund Successfully

☒ Expired

☒ No Quota

Search

Se q No .	Order Numb er	Package ID	Product Na me	Tenant Na me	Order Time	Effective Ti me of Usag e	Payment Ty pe	Total SMS Amount	Remaining Amount	Threshold f or Warning /Prohiting	Status	Operation
1	CloudSMS_20210916170110	024918728255	BASE_PAC K	CMIPB	2021-09-16 17:01:11	1 Month(s)	Prepaid	500	492	-	Activated Suc cessfully	Detail
2	CloudSMS_20210916150541	027638777779	XXMY_PAC K01	CMIPB	2021-09-16 15:05:05	30 Day(s)	Prepaid	200	168	-	Activated Suc cessfully	Detail
3	CloudSMS_20210916140458	022888699554	CNIX_PACK 06	CMIPB	2021-09-16 14:04:46	-	Post-paid	-	-	USD10000/ USD15000	Order Succ essfully	Detail
4	CloudSMS_20210916110322	017824579389	ZMCS_PAC Kotp	CMIPB	2021-09-16 11:03:00	30 Day(s)	Prepaid	200	174	-	Activated Suc cessfully	Detail
5	CloudSMS_20210915105641	021333683593	BLY_PACK0 1	CMIPB	2021-09-15 10:56:39	30 Day(s)	Prepaid	200	164	-	Activated Suc cessfully	Detail
6	CloudSMS_20210915094164	022888616426	CNIX_PACK 05	CMIPB	2021-09-15 09:41:25	-	Post-paid	-	-	USD10000/ USD15000	Order Succ essfully	Detail
7	CloudSMS_20210914153364	039691001744	BIGF_MRK_ HK	CMIPB	2021-09-14 15:33:06	-	Post-paid	-	-	USD100000 0/USD1500 000	Order Succ essfully	Detail
8	CloudSMS_2021091317037	024775741042	ZMCS_PAC K2	CMIPB	2021-09-13 17:03:27	30 Day(s)	Prepaid	200	187	-	Refund Suc cessfully	Detail
9	CloudSMS_20210913110910	022108927611	CMIPH_TS T_PCK2	CMIPB	2021-09-13 11:09:15	12 Month(s)	Prepaid	200	198	-	Refund Suc cessfully	Detail
10	CloudSMS_20210910141847	022716032593	TCDC_PAC K	CMIPB	2021-09-10 14:18:55	-	Post-paid	-	-	USD10000/ USD15000	Refund Suc cessfully	Detail

SMS Product Order Detail

Order Number: CloudSMS_20210916170110

*Tenant Name:

CMIPB

*SMS Product:

BASE_PACK

Customer Order ID:

Please Input

Business Channel Enco

0249187

de:

SMS Type:

Business SMS

Payment Type:

Prepaid

Selling Price:

USD 1

Total SMS Amount:

500

Effective Time of Usage

1 Month(s)

:

Seq No.	Country/Region
1	美国/United States
2	乌拉圭/Uruguay
3	乌兹别克斯坦/Uzbekistan
4	瓦努阿图/Vanuat

Cancel

3.4 Black List Management

SMS / Black List Mgt

English

Blacklist number: Country Phone Number

Create Time: Start Date To End Time

Search

Delete Add Blacklist Import Blacklist Export

Please download the import template: Blacklist Import Template.xlsx. The new blacklist is expected to take effect in 15 minutes.

Blacklist number	Reason for unsubscribe	Description	Create Time	Creator	Operation
No Data					

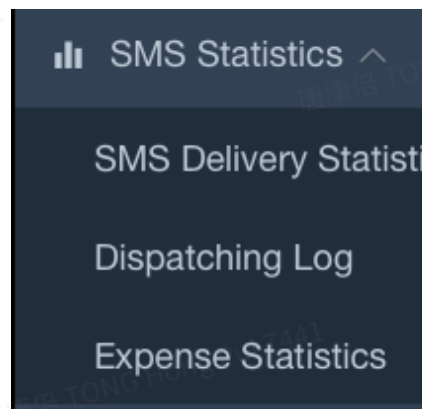
Total 0 10page 1

3.4.1 Add blacklist

Some numbers can be added to the blacklist through country codes and mobile phone numbers:

4. SMS Statistics

Business statistics is the function that users use in most scenarios. It can help users monitor SMS sending data, SMS sending status and cost reference:



4.1 SMS Delivery Statistics

Tenants can search the sending success rate of a time period as a whole by date:

Seq No.	Dispatching Date	Total Delivery Amount	Delivery Success	Delivery Failure	No Delivery Notification	Delivery Success Rate	Operation
1	2021-09-16	94	78	9	7	82.98%	Detail
2	2021-09-17	0	0	0	0		Detail

4.1.1 Additional Information

- **Total Sent:**
 - Total number of SMS sliced by SMPP protocol
 - SMS slicing rules please refer to [3.1.2 SMPP slicing rules](#)
- **Sent successfully:**
 - SMS has been successfully sent by the CloudSMS platform and received DLR status reports of successful status returned by downstream suppliers and landing operators.
- **Send failed:**
 - SMS has been successfully received by the CloudSMS platform, but received DLR reports of sending failure status returned by downstream suppliers and landing operators.
- **Sent successfully without receipt:**
 - The SMS has been successfully sent by the CloudSMS platform, but the DLR status report returned by the downstream supplier and landing operator has not yet been received.
- **Send success rate (for reference only)**
 - Calculation rule: send success/send total
- **Details:**
 - Click the [Details] button to jump to the [Send Record] page of the relevant sending time.

4.1.2 SMPP Slicing Rules

According to the characteristics of the SMPP protocol, long short messages will be sliced by the CloudSMS platform (long short messages with a maximum support of 10 short message slices). For details of the slicing rules, please refer to the following:

Standard English Characters (GSM DCS0 7bit encoding)	Slicing Number	Non-GSM (Unicode) characters (DCS3 8bit encoding)	Slicing Number
1 – 160 characters	1	1 – 70 characters	1
161 – 306 characters	2	71 – 134 characters	2
307 – 459 characters	3	135 – 201 characters	3
460 – 612 characters	4	202 – 268 characters	4
613 – 765 characters	5	269 – 335 characters	5
766 – 918 characters	6	336 – 402 characters	6
919 – 1071 characters	7	403 – 469 characters	7
1072 – 1224 characters	8	470 – 536 characters	8

1225 – 1377 characters	9	537 – 603 characters	9
1378 – 1530 characters	10	604 – 670 characters	10

4.1.3 API Slicing Rules

CloudSMS slicing rules

Latin 1 (ISO-8859-1) (DSC3 8bit encoding)	Segment Quantity(s)
1 – 140 characters	1
141 - 268 characters	2
269 - 402 characters	3
403 - 536 characters	4
537 - 670 characters	5
671 - 804 characters	6
805 - 938 characters	7
938 - 1072 characters	8
1073 - 1206 characters	9
1207 - 1340 characters	10

4.2 Dispatching Log

This function supports searching and exporting csv files through time, detailed phone number, tenants and other information:

[SMS Statistic] -> [Dispatching] -> [Export] -> [Export New File] -> [Refresh] -> [Download]

Dispatching Time:
2021-09-16 00:00

To:
2021-09-17 23:59:

Phone Number:
Please select
Please enter phone number

UID:
Please input

Mission Name:
Please input

SMS Status:
Total

P2P SMS Type:
Please select

Search

Dispatching Log		Abnormal Data												Export	
Seq No.	Country Code	Phone Number	Time	SMS Content	Segment Quantity	UID	Sender ID	Route ID	Task Name	P2P SMS Business	SMS Status	DR St	Operation		
1	61	46****971	Dispatching Time: 2021-09-16 17:03:03 Receive Time: 2021-09-16 17:03:10	eOWwbvlePx, your testID is ******, keep.	1	5CC1915168A72X0A73FA163EDF30CB	CloudSMS	BASE_Notification		MT	Success	DELIVERED	Detail		
2	61	40****593	Dispatching Time: 2021-09-16 17:03:03 Receive Time: 2021-09-16 17:03:11	AnKwQOnVJD, your testID is ******, keep.	1	5CC1915158D3AX0472FA163EDF30CB	CloudSMS	BASE_Notification		MT	Success	DELIVERED	Detail		
3	61	46****880	Dispatching Time: 2021-09-16 17:03:03 Receive Time: 2021-09-16 17:03:14	ODZwABvEPD, your testID is ******, keep.	1	5CC19151876BDX0B74FA163EDF30CB	CloudSMS	BASE_Notification		MT	Success	DELIVERED	Detail		
4	61	47****180	Dispatching Time: 2021-09-16 17:03:03 Receive Time:	kqPwLmrdRW, your testID is ******, keep.	1	5CC191514AA03X0270FA163EDF30CB	CloudSMS	BASE_Notification		MT	Unknown	Idle	Detail		
5	61	614****6880	Dispatching Time: 2021-09-16 17:01:20 Receive Time: 2021-09-16 17:01:21	ODZwABvEPD, your testID is ******, keep.	1	5CC190EE81E0X0A41FA163EDF30CB	CloudSMS	BASE_Notification		MT	Failed	UNKNOWN	Detail		
6	61	614****4971	Dispatching Time: 2021-09-16 17:01:20 Receive Time: 2021-09-16 17:01:23	eOWwbvlePx, your testID is ******, keep.	1	5CC190EED6E92X043DFA163EDF30CB	CloudSMS	BASE_Notification		MT	Failed	UNKNOWN	Detail		
7	61	614****3593	Dispatching Time: 2021-09-16 17:01:20 Receive Time: 2021-09-16 17:01:21	AnKwQOnVJD, your testID is ******, keep.	1	5CC190EEC588BX0C3BFA163EDF30CB	CloudSMS	BASE_Notification		MT	Failed	UNKNOWN	Detail		

4.2.1 Additional Information

- The number of SMS messages (number of slices) indicates the number of slices that the SMS message was sliced by the CloudSMS platform according to the SMPP protocol. For details, please refer to the [3.1.2 SMPP slicing rules](#).
- UID is a unique identification code assigned by CloudSMS to each SMS to find SMS records.
- Route ID is used to distinguish the routing information which is used for sending this SMS.

4.3 Expense Statistics

- Supports filtering records by dispatching date and country code.
- Click the [Details] button to view all SMS sending records within the corresponding time range.

Dispatching Date:

2021-09
-
2021-09

Country Code:

Please select

Search
Reset

Seq No	Dispatching Date	Country Code	Number of Billing Items	Billing Amount	Operation
1	2021/09-2021/09	57	60	\$0.30000	Detail
2	2021/09-2021/09	91	40	\$0.26236	Detail
3	2021/09-2021/09	55	42	\$0.21000	Detail
4	2021/09-2021/09	52	36	\$0.18000	Detail
5	2021/09-2021/09	62	31	\$0.15500	Detail
6	2021/09-2021/09	66	32	\$0.16000	Detail
7	2021/09-2021/09	61	27	\$0.11100	Detail
8	2021/09-2021/09	1	30	\$0.15000	Detail
9	2021/09-2021/09	63	26	\$0.13000	Detail
10	2021/09-2021/09	81	25	\$0.12500	Detail
Total			349	\$1.78336	

4.3.1 SMS Charging Rules

Whether the SMS will be charged can be judged by the PORTAL interface parameters: **Sending Status** and **Status Details** . For details, please refer to the following table:

Sending Status	Status Details	Expression	Charged?
Success	DELIVERED	This message has been successfully received by the CloudSMS platform, and received a successful DLR status report returned by the downstream supplier or landing operator.	Yes
Failed	UNDELIVERABLE	This SMS has been successfully received by the CloudSMS platform, but the downstream supplier or landing operator returns a DLR status report that failed to send . The reasons for this status may be: the phone number is not in the signal coverage area , invalid phone number , invalid SMS content or Sender ID , etc.	Yes
Unknown	Idle	This state is an intermediate state of the SMS sending process, the message has been expressed	Yes

		CloudSMS successfully sent, but has not received the DLR status report returned from the downstream supplier or landingoperator.	
Failed	LOCAL_REJECTED	This combination of states indicates that the SMS was locally rejected by the CloudSMS platform, was not sent downstream, and will not be charged. The reasons for this state may be: phone number filtering rules (only for Singapore numbers), insufficient account balance, unsupported or unbilled sending directions, incorrect Route ID, etc.	No